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## Overview

The course is designed to teach you the basic principles and tools in marketing research, from problem formulation to research design, and from data collection to data analysis. Students will learn how to design a market research to address management problems from analysts' perspective, as well as how to evaluate and interpret research findings from clients' perspective. The learning may be beneficial to future careers in market research, consulting, marketing management, data analytics, and entrepreneurship.

There are two modules of the course. The first module introduces the building blocks of marketing research, including problem formulation, research design, and data collection methods. The second module teaches you how to use statistical tools to answer research questions.

A major objective of the course is to give you some "hands-on" exposure to techniques that are fundamental to most marketing research. To that end, you will conduct a small-scale research project together with a group of classmates. The project can help you understand the concepts and methods learned in class and prepare you for conducting large-scale research in your future career.

## Enrollment

**Prerequisites (strict):** Marketing Management (MARK 2120) and Business Statistics (ISOM 2500).

**Registration:** There are three sections of the same course at different time and locations. You should choose one that best fits your schedule and attend the section throughout the course. No change in section will be allowed after add/drop period. Please contact Executive Officer, Miss Roxanne LAU ([mkrox@ust.hk](mailto:mkrox@ust.hk)), for enquiries about enrollment.

## Course materials

**Textbook:** Brown, Tom J., Tracy A. Suter, and Gilbert A. Jr. Churchill, *Basic Marketing Research*, 9<sup>th</sup> Edition, CENGAGE Learning. – available in the campus bookstore

**Materials:** The lecture slides and other course materials will be posted on the course website (<http://canvas.ust.hk>) before class.

**Software and Survey Tools:** Most of the data analysis can be done in Excel. However, we will also rely on SPSS for more advanced analyses. SPSS is an intuitive, menu-based program that you can easily learn on your own. If, however, you are already familiar with a different package (e.g., R, Stata, SAS, JMP, Matlab), feel free to use it. We will hold two tutorials (see the "Tutorials" section to help you learn the basics. You can access to SPSS through either Computer Barn A (<https://itsc.ust.hk/services/academic-teaching-support/facilities/computer-barn>) or Virtual Barn (<http://itsc.ust.hk/services/academic-teaching-support/facilities/virtual-barn/>).

For the class project, most of you will conduct survey study. There are various ways of distributing questionnaires. Online survey is one efficient way. There are many online survey tools available in the market (e.g., Qualtrics, SurveyMonkey, Google Forms). HKUST students can use Qualtrics to conduct survey studies. For instructions on creating a Qualtrics account, please check ITSC's website "[Qualtrics – How to Create an Account?](#)". You may also like to visit "[Learn Qualtrics in 5 Steps](#)", an online tutorial that lets you master Qualtrics in a short time.

## Tutorials

The official tutorial time is Thursday 18:00-19:50 in rooms LSK G003 & G005 & G021 (computer lab). You can use the time for course preparation and review, or to work on group project and individual

assignment. The first two quizzes will be held during the tutorial time (see “Course Schedule” in the end of the syllabus), so please make sure there is no time clash on schedule.

We will also hold two tutorials on data analysis using SPSS (see the dates and locations provided in Course Schedule toward the end of the syllabus). During these tutorials, we will walk you through the basics of SPSS software as well as some of the analyses covered in class using the software. They are not compulsory but we strongly recommend you attend the tutorials.

## Grading

### 1. Breakdown

Component	Points
Quizzes – Best two out of three	40
Individual Assignment	5
Class Participation	8
Marketing Experiment	2
Group Project	45
<ul style="list-style-type: none"> <li>• Research proposal (10)</li> <li>• Exploratory research (10)</li> <li>• Final Report (10)</li> <li>• Presentations (15)</li> </ul>	
Total	100

### 2. Quiz

There are three quizzes designed to assess how well you understand the course materials as the course progresses. The first two quizzes take place midway while the final one takes place on the last day of the course. The scope of the three quizzes follows the structure below:

- First quiz: from Lecture 1 to Lecture 6.
- Second quiz: from Lecture 7 to Lecture 11.
- Third quiz: from Lecture 12 to Lecture 16\*.

*\* Note: Lecture 16 includes both a summary of the whole course and some additional content. Materials that are covered in the first two quizzes will not appear again in the final quiz.*

Quiz questions cover materials addressed in the lectures. Hence, attending lectures is essential for a good score. Most of the lectures are based on the textbook, which provides more detailed explanations and cases that help you understand the concepts in class. You may find the textbook very useful when preparing for the quizzes.

We understand that personal circumstances (e.g., illness, accidents, interviews, etc) may sometimes cause students to miss or underperform during a quiz. To help protect your grade against such unfortunate events, only your best 2 (out of 3) grades will be counted. Therefore, and also out of fairness towards other students, there will not be a make-up exam.

### 3. Individual Assignment

There will be only one individual assignment on regression analysis. This assignment gives you an opportunity to practice regression analysis in order to better understand the techniques. You are expected to complete the assignment on your own, and submit the assignment before the deadline (provided on the Course Schedule). Late submission will be penalized. Please submit your work on Canvas (we do not accept submission by email or hard copy).

### 4. Class Participation

The basic component of participation is class attendance. Absence from a lecture generally means you will lose the credit for that lecture. If you are not able to attend a lecture due to unforeseen factors such as illness, we will consider giving you the credit. This will be evaluated case by case. You are expected to email me *prior to* the class and provide proper documentation after the event (e.g. doctor's notes).

You will also earn bonus points if you bring valuable contribution to the lectures. Examples include raising interesting/relevant questions, answering questions asked by the instructor, and giving comments that add additional insights. Here, not only the quantity, but also the *quality*, of the questions/answers/comments matters. The maximum amount of **bonus points** one can get is 4. Thus, in theory, one can get maximally  $8+4 = 12$  points for class participation. To make sure your participation is counted, please bring your name tag during each lecture. A few things to keep in mind about participation:

- A good question/comment is one that is relevant to the discussion and increases everyone's understanding of the issues involved. So lengthy discourses on extraneous material and repetition will not be rewarded.
- The best contributions reflect good listening. They take into consideration ideas offered earlier on in the class rather than being isolated and disjointed.

### 5. Marketing Experiment

In accordance with HKUST's research mission, students in all marketing courses are expected to complete a research requirement during the semester. The purpose of this assignment is to give you a brief acquaintance with the type of research conducted in behavioral sciences. You can fulfill this requirement in either one of the following two ways:

1. Sign up for two marketing experiments. See the document *Marketing Experiment* on the course website for detailed instructions. You are advised not to wait until the final weeks of the semester to participate in the marketing experiment.
2. Write two 2-page critiques of academic articles. You can find articles from top field journals, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Marketing Science*.

The detailed instructions for participating in the research experiment will be distributed on the course website. Please follow the instructions to complete the assignment.

### 6. Group Project

The group project provides you with an opportunity to apply your learning in class to real-world problems, helping you better understand the course materials. The project consists of 4 stages:

**Stage 1:** Form your group and select a research topic (2-3 weeks)

- Each group should have at least three but no more than six members. If you are unable to find teammates, please e-mail the TA and we will do random matching. No change in group members is allowed after the deadline.

- Each group should have its own name to be used throughout the course. Consider it the brand name of your group.
- Each group should decide your topic and research questions that you want to research.

**Stage 2:** Research proposal (3 weeks)

- Based on research topic and the feedback of the instructor, you should write a research proposal. More details will be provided on Canvas and during class.

**Stage 3:** Exploratory research (4-5 weeks)

- In this stage, you should conduct some exploratory research that helps you revise your research plan and design your questionnaire or experiment for more in-depth data analysis.
- Each group should submit a report with a summary report of the exploratory research. More details will be provided on Canvas and during class.

**Stage 4:** Final report and oral presentation (3-4 weeks)

- In this step, you analyze the data you collected based on the questionnaire or experiment that you developed in the previous step. Based on the results of the analysis, you draw conclusions and indicate what these results mean for marketing management (i.e. focus on your decision problems). More details will be provided on Canvas and during class.
- Each group has about 20 minutes (including Q&A) to present their project toward the end of this course. The order of the presentations will be randomized. The presentation should summarize the essential elements of your research project. A guideline for research presentation can be found in the lecture (Reporting Research).

**Project Consultation:** We will provide interim feedback to help you improve the project. In addition, there are three opportunities (see Course Schedule) for each group to meet with the instructor in person to discuss the progress and resolve any question related to the project. Details will be provided a week in advance.

**Grading:** It is important to note that when grading a group project, we will take into account how well you incorporate the feedbacks in the earlier stages. Therefore, the grade is an overall assessment of how you learn throughout the whole project.

**Peer Evaluation:** As in professional research projects, every team member should invest appropriate time and effort. However, this may not always be the case. Hence, we will collect peer evaluations at the end of the semester. Each of your group members will need to submit privately an evaluation of your teammates' contribution to the group project. Based on the peer evaluation, we may adapt the grades of individual students to fairly represent their input.

## Enquiry

Your teammates are obviously your number one source of help. You will need to work together a lot. If you need any additional help, please contact Michelle, your teaching assistant. Note that Michelle assumes responsibility for many other students. Hence, please respect her time. This means checking the syllabus or your classmates first if you are uncertain about general class issues.

If there are things for which you think only I can help you, please come see me after class or send me an email. When sending an email, please include “[MARK3220 L#]” in the subject line, where “#” is your section number.

## Course Schedule

Date	Topic	Assignments and Readings
2/20 Thur.	L1. Introduction	Chapter 1
2/25 Tue.	L2. Marketing Research Process	Chapters 2 and 3
2/27 Thur.	L3. Research Design I: Exploratory Research	Chapter 4
3/3 Tue.	L4. Research Design II: Descriptive & Causal Research	Chapters 8 and 9 <b>Due: Team member form</b>
3/5 Thur.	<b>Project Consultation I</b>	
3/10 Tue.	L5. Data Collection I: Measurements	Chapters 11 and 12
3/12 Thur.	L6. Data Collection II: Questionnaire Design	Chapter 13
3/17 Tue.	No class (Quiz preparation) <b>Quiz 1</b>	
3/19 Thur.	L7. Data Collection III: Sampling	Chapters 14 and 15 <b>Due: Project proposal</b>
3/24 Tue.	L8. Data Analysis I: Preliminary Steps	Chapter 16
3/26 Thur.	L9. Data Analysis II: Descriptive Analysis	Chapter 17 (Basic univariate statistics)
3/31 Tue.	L10. Data Analysis III: Hypothesis Testing (Part 1)	Chapter 17 (Hypothesis testing)
4/2 Thur.	L11. Data Analysis IV: Hypothesis Testing (Part 2)	Chapter 18 (Independent and paired samples t-test)
	<b>Tutorial 1</b>	
4/7 Tue.	<b>Project Consultation II</b>	
4/9 Thur.	No class (Quiz preparation) <b>Quiz 2</b>	
4/14 Tue.	L12. Data Analysis V: Regression Analysis (Part 1)	Chapter 18 (Regression)
4/16 Thur.	L13. Data Analysis VI: Regression Analysis (Part 2)	Chapter 18 (Regression)
	<b>Tutorial 2</b>	
4/21 Tue.	L14. Special Topic: Conjoint Analysis	Supplemental reading <b>Due: Exploratory research</b>
4/23 Thur.	L15. Reporting Research	Chapters 19 and 20
4/28 Thur.	<b>Project Consultation III</b>	<b>Due: Individual assignment</b>
5/5 Tue.	L16. Synthesis	
5/7 Thur.	<b>Student Presentations</b>	
5/12 Tue.	<b>Student Presentations</b>	
5/14 Thur.	<b>Quiz 3</b>	
5/19 Tue.		<b>Due: Final report</b>

**Team Member Form  
Section (    )****Team Name:** \_\_\_\_\_

Name	Student ID	Email